

**SWOT ANALYSIS OF DONGHAE STF OFFSHORE SALMON FARMING
GOSEONG, SOUTH KOREA**



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**MANAGEMENT DOUBLE DEGREE
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS MUHAMMADIYAH SURAKARTA**

2019

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SALMON FARMING GOSEONG, SOUTH KOREA**

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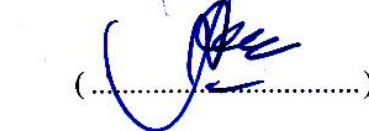
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Stating correctly that the thesis I made and submitted is my own work, except the quotations and summaries that all of which I have already explained the sources. If in the future it is proven and or can be proven that this thesis is a copy, then I am willing to accept any sanctions from the Faculty of Economics and Business or the degree and certificate given by Universitas Muhammadiyah Surakarta is cancelled

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Who make a statement,



Puspa Pertiwi

MOTTO

“Indeed, Allah will not change the condition of a people until they change what is in themselves” (Qur’an, 13:11)

*The seeking of knowledge is obligatory on every muslim
At-tirmidhi:74*

*“Education is the ability to perceive the hidden connections between phenomena”
Vaclav Havel*

DEDICATION

Bismillahirrohmaanirrohiim

I present my research paper with full of love for:

- Allah SWT, the Almighty who provides convenience, fluency, health, fortune, and His blessing, so I can finish my research paper without any significant obstacles.
- Rasulullaah SAW, may sholawat and greetings always be poured out on him the Prophet Muhammad, his family and friends.
- My beloved parents, mr. Wardai, mrs.Umroh, and my beloved brother Insanul Firdaus with all respect and my devotion, thank you for all the love, support, sacrifice, sincerity that has never been broken. For all advice and motivation so that I can finish this final project well.
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Alhamdulillah, by delivering praise to Allah SWT the Almighty for everything in my life, favors and His guidance so that I can finish my paper with a good all blessing. The preparation of this paper the authors compiled with the intent and purpose to fulfill the final project and completes one of the graduation requirements at the Faculty of Economics, Department of Management, Double Degree Program, Universitas Muhammadiyah Surakarta.

In an effort to resolve this paper, the author is fully aware of the limitations of time, knowledge, and costs so that without the help and guidance of all the parties are not likely to succeed well. Therefore, on this occasion it is not excessive if the author would like to thank the honorable:

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The author realizes that the writing of this thesis is still lacking in both writing and presentation. For that all constructive suggestions and criticisms may be useful for further research. Hopefully this thesis will be useful for all parties and it can contribute to the institution.

TABLE OF CONTENTS

RESEARCH COVER	i
APPROVAL.....	ii
APPROVAL PAGE	iii
DECLARATION OF AUTHENTICITY	iv
MOTTO	v
DEDICATION	vi
ACKNOWLEDGE.....	vii
ABSTRAK	xiv
ABSTRACT	xiv
CHAPTER I	1
INTRODUCTION	1
A. Background of the Study.....	1
B. Research Problems	4
C. Research Purposes.....	4
D. Research Benefits.....	5
E. Systematics of Writing	5
CHAPTER II.....	7
LITERATURE REVIEW.....	7
A. Theoretical Background	7
1. Salmon Farming Industry.....	7
2. Strategic Management.....	10
3. Competitive Advantage.....	10
4. External Factors	13
5. The Porter's Five Forces Framework	13

6. Internal Factors.....	21
7. SWOT Analysis	22
CHAPTER III	25
RESEARCH METHODOLOGY	25
A. Research Design.....	25
B. Location and Time of Research	25
C. Data Source	26
D. Data Collection Method	27
E. The Strength-Weakness-Opportunity-Treat (SWOT) Definition	28
CHAPTER IV	33
FINDINGS AND DATA ANALYSIS	33
A. Research Object Profile.....	33
B. Donghae STF: Strategy Formulation	35
C. Risk Analysis	40
D. Analyzing Strategic for Competitive Advantage	41
E. External Factors	42
F. Internal Factors.....	45
G. Discussion	51
H. Determination of Alternative Strategies.....	59
CHAPTER V.....	63
CONCLUSION	63
A. Conclusion	63
B. Research Limitation	65
C. Implication of the study	65
D. Recommendation.....	66
REFERENCES.....	67

LIST OF TABLES

Table 3.1	SWOT Analysis Digram	29
Table 3.2	A Schematic Representation of the SWOT Matrix	31
Table 4.1	Facility Patent of Donghae STF	48
Table 4.2	Profit and Loss Statement of Donghae STF	50
Table 4.3	Table SWOT Analysis of Donghae STF	52
Table 4.4	Alternative competitive advantage strategies for Donghae STF	59

LIST OF FIGURES

Figure 2.1	The Porter's Five Forces Framework	15
Figure 3.1	The SWOT Analysis Process	28
Figure 4.1	Donghae STF Co.,Ltd Farming Location	33
Figure 4.2	Northern Asia and Domestic Salmonids Market	35
Figure 4.3	Organization and Operation of Donghae STF 2017	36

APPENDICES

Appendix 1.	The major salmon suppliers	74
Appendix 2.	Donghae STF farm location in East Sea	74
Appendix 3.	Patent for Donghae STF offshore farming	75
Appendix 4.	Salmon farming submersible cage system	75
Appendix 5.	Net certification of Donghae STF	76
Appendix 6.	Salmon growth curve	77
Appendix 7.	Growth Process of Salmon	78
Appendix 8.	New sea ground development plan	79
Appendix 9.	Research and Laboratory of Donghae STF	80
Appendix 10.	Research Result Summary of Suitable Area for Salmon in East Sea	81
Appendix 11.	Donghae salmon and trout exhibition as International Association of copper booth PR	
Appendix 12.	Salmon farm visits foreign visitors	82
Appendix 13.	Brochure of Donghae STF	83
Appendix 14.	Donghae salmon and trout releases on South Korea TV news	84
Appendix 15.	Professional formula feed for salmon	85

ABSTRAK

Donghae STF (Salmon and Trout Fishery) adalah salah satu perusahaan yang bergerak di agribisnis ikan salmon di daerah laut timur Goseong-gun, Gangwon-do, South Korea. Persaingan dan standarisasi dari pasar lokal dan Asia terhadap produk ikan yang kaya akan gizi seperti salmon membuat Donghae STF perlu memformulasikan dan memilih kebijakan strategi yang tepat. Tujuan dari penelitian ini adalah untuk menganalisis faktor lingkungan internal dan eksternal, dan menentukan prioritas strategi yang dapat diterapkan oleh Donghae STF memperoleh keunggulan bersaing. Untuk memformulasi strategi menggunakan matriks SWOT. Hasilnya menyatakan bahwa untuk tercapainya keunggulan bersaing diantara banyaknya pesaing Donghae STF harus menggunakan strategi yang agresif dengan cara mengurangi biaya pengeluaran, mengembangkan produk baru, memperbaiki kualitas produk, dan perluasan pasar.

Kata kunci: *Ikan Salmon, Analisis SWOT, keunggulan bersaing.*

ABSTRACT

Donghae STF is one of the companies engaged in agribusiness salmon in the depths of east sea Goseong-gun, Gangwon-do, South Korea. The high demand and standardization of overseas against the introduction of Salmon in local and Asia market, it makes Donghae STF to formulate the right strategy. The purpose of this research is to analyze external and internal environments of Donghae STF in order to maintain their competitive advantages, and to set prioritized strategies which can be applied by Donghae STF as a competitive advantage to winning the competition. In order to formulating the competitive advantage strategy, SWOT analysis is used. The result indicates that , Donghae STF should utilize a strategy which is by decreasing a cost, developing new product, quality improvement, market expansion.

Keywords: *Salmon, SWOT Analysis, Competitive Advantage*